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Cornelia Bryce Pinchot

Informal Decorative

It is with the utmost pleasure that we offer you this magnificent dahlia for 1935. It will be a long time before the dahlia world will ever witness such a color and style in a flower. The color is burgundy wine—a rich, vibrant color, that as far as we know has not appeared in any dahlia. In size, it will rank with the very largest, and don't be surprised if it eclipses any known variety. The foliage is thick, dark green, and seldom bothered by insects. The bush is rather tall, and it is one of the most profuse varieties in the garden. This dahlia is a definite cross between Fort Monmouth and Jerome Kern, retaining all the excellent qualities of both, and adding quite a few of its own. It makes good roots that winter splendidly.

To prove its worth, we sent plants of it to different parts of the country. The following reports will carry out our belief in the greatness of this dahlia:

As usual, our very dear friend Mr. J. J. McCarthy of the Modern Dahlia Gardens, Milwaukee, Wisconsin, grew and exhibited it at innumerable shows, winning with it over great competition. It won the best seedling class at the Chicago World's Fair. Mr. McCarthy grew it next to Murphy's Masterpiece for the sake of comparison and found Cornelia Bryce Pinchot better.

Rev. Earl B. Moyer of the Seneca Dahlia Gardens of Parkersburg, West Virginia, who so kindly sent us the photo from which the accompanying cut was made, has this to say: "Did I succeed in growing Cornelia Bryce Pinchot as well as you do? It was the most outstanding striking bloom of any of the new ones we had here all season. Remember, this grew on the plant the grub almost killed in July. I built a box about it hoping it would root from a joint and this was the result. If it will come like this, you have one of the finest dahlias in the world."

Mr. J. J. White of Louisville, Ky., reports that it was the sensation of his famous garden, and Mr. T. M. Mossbarger of Chillicothe, Ohio, sends a very glowing report.

Mr. Derrill W. Hart in placing it on the 1935 Honor Roll in the House Beautiful-Home and Field magazine has this to say: "One of the richest dahlias in color I have ever seen. It is a glowing burgundy-red on a heavy, very deep flower. I saw it at Bryn Mawr in 1933 and had it on trial this year. It won as largest and best seedling at Chicago this year. At Easton it won as Best Seedling and at Bryn Mawr for the largest and best bloom."

It is named in honor of the wife of the Governor of Pennsylvania, a very lovely lady who is no less charming than this flower. Mrs. Pinchot is a great lover of flowers, and her beautiful estate at Milford, Pa., harbors every variety of flower, all under the personal supervision of this dynamic lady. Politics is not her only forte, for as a flower enthusiast she has first rank in the country. Her arrangements of cut flowers are little short of perfection and photographs of these have appeared in leading art magazines. We feel greatly honored for Mrs. Pinchot's consent to the use of her name for this beautiful flower.

Root \$15.00

Plant \$7.50

General List of Varieties

Abbreviations: Cactus, C.; Semi-cactus, S. C.; Formal Decorative, F. D.; Informal Decorative, I. D.

AIKO—(Dahliadel) S. C. A beautiful and striking exhibition variety, a deep carmine in color. A robust and strong grower with excellent stems.
Root—\$1.50 Plant—\$0.75

Root—\$1.50 Plant—\$0.75

AMELIA EARHART—(Cordes-Eastman) S. C. One of the finest of all exhibition varieties, that has definitely stamped itself as one of the great. The color is apricot buff with primrose at the base of the petals. Huge blooms on fine stems and large bushes. We had a great deal of trouble getting good stock of this variety, but at last we have the real thing.

Plants only—\$3.75

BETTY COLTER—(Reed) I. D. An even shade of light salmon red shading to old rose at the base of long, rolled petals. Thick, leathery foliage.

Root—\$1.50 **Plant—\$0.75**

BETTE DAVIS—(Cordes-Eastman) S. C. A lovely rose pink that should prove to be a great favorite in the garden. Not too large in size, it more than makes up for this in beauty. Fine stems and foliage and a most profuse bloomer. Winner of too many prizes to enumerate. On the Honor Roll.

Plants only—\$5.00

BUCKEYE KING—(Peck) F. D. A very beautiful and satisfactory light gold dahlia. The blooms are quite large on bushes with excellent growth. Very heavy foliage makes spraying unnecessary. Well worth your while.

Plants only—\$2.50

CADET—(Ballay-Success) S. C. A pale yellow of very pretty form. The growth is exceptionally fine. Described as a yellow Satan by its originator.

Plants only—\$5.00

CAMEO—(F. & M.) F. D. Not since the introduction of this dahlia a few years ago has there been a dahlia to equal this in beauty. The color is true cameo pink. Fine stems and foliage, and we understand that it won more prizes this past season than in any other since it was introduced.

Plant—\$1.25

CHAUTAUQUA SUNSET—(Chautauqua) I. D. A very pleasing blend of apricot, old rose and gold. Flowers of large size, but growth is rather small.

Root—\$3.50 Plant—\$1.75

COLONIAL DAME—(Veile & Mendham) S. C. Still the only true lavender dahlia without an equal. Exquisite flowers of perfect form on fine stems. The foliage is fine and it has all the good qualities necessary for a dahlia. We know of no dahlia that is as pure lavender as this one. It has been grown successfully in all parts of the world. Holland, New Zealand, and South Africa all send fine reports.

Plant—\$1.25

THE ULTIMATE IN DAHLIAS

CLARA BARTON—(Salem) I. D. Pale lavender. Very large flowers of great beauty. It is a splendid grower and a fine addition to the garden.

Plants only—\$2.50

CROYDEN—F. D. Pure white that can be grown to large size. Fine foliage and very vigorous growth.

Root—\$2.00

Plant—\$1.00

DIXIE RAVENSCROFT—(Seal) I. D. Just about the most beautiful combination of red and gold that we have ever seen. Large flowers on splendid stems and fine bushes. It is one of the most striking dahlias that we ever grew.

Plants only—\$3.00

DR. KAY—(Hunt) I. D. Clear pink. One of the most beautiful of the newer varieties. Very large on splendid stems. The color is lovely. One of the clearest pinks we have ever seen.

Plants only—\$3.75

EAGLE ROCK FANTASY—(Broomall) I. D. Clear, mallow pink of great size. A leading exhibition variety and much in evidence at the shows.

Plants only—\$1.00

EDWARD RINDFLEISCH—(Rindfleisch) F. D. Bold, red flowers on fine stems. A very satisfactory dahlia in all respects.

Root—\$1.50

ELEANOR ROOSEVELT—(Veile & Mendham) F. D. The sensational white dahlia that we introduced last year. We repeat what we said last year, that there is no white in its class to compete with it. Flowers of immense size on fine stems and in great abundance on large bushes. The stock of this dahlia is still very scarce and early orders are advisable for reservation of stock. When more universally grown it will be the favorite of all white dahlias. On the Honor Roll. Named by written permission of Mrs. Roosevelt. Illustration on next page.

Root—\$10.00

Plant—\$5.00

FANNIE SANDT—(Veile & Mendham) S. C. Intense tyrian pink, lovely in the daylight, unbelievably beautiful under artificial light. Huge size on fine stems and excellent bushes. One well worth growing.

Root—\$2.00

Plant—\$1.00

FOREST FIRE—(Dahliadel) I. D. A dahlia that is decidedly different. Brilliant scarlet flame with gold shadings. A very striking flower and one that should be very popular.

Plants only—\$5.00

GOLDEN ECLIPSE—(Badetty) F. D. Old gold. This dahlia was a keen disappointment this season. It did not bloom until very late and the stems could not support the flowers. The growth was splendid, however. Possibly these faults were due to the heavy fall rains.

Root—\$3.00

Plant—\$1.50



THE ULTIMATE IN DAHLIAS

GOLDEN STANDARD—(Downs) St. C. Golden tan, brushed with tints of bronze and apricot. One of the most distinctive dahlias of the year. There are many who think this should have been the winner at New York. We first saw it at Camden in 1933 and kept our eyes open for it this past season, for it was labeled "prize winner" at that time.

Plants only—\$5.00

GRACE CURLING—(Stredwick) I. D. Very pretty lavender pink shading to gold at the base of the petals. Easily grown to large size.

Plants only—\$1.00

GOOD WILL—St. C. A very beautiful combination of pink and cream of very large size and on splendid stems. A large vase of this variety attracted much attention at New York.

Plants only—\$2.50

GREAT HARBOR—(Trossbach) I. D. Magnificent rose-red of huge size. The growth is perfect and the flowers remain large all season.

Plant only—\$1.50

HARRIET NEALE—(Wickersham) I. D. To best describe this variety, it can be called a golden Marmion, deeper in color, but with a more refined formation. Fine, thick foliage and stiff stems. Fine for exhibitions as it can be grown to very large size.

Root—\$7.50

Plant—\$3.75

HONOR BRIGHT—(Peck) F. D. A dahlia of a most unusual shade, coral rose, and one that is certain to be universally popular. It is splendid in form and can be grown to large size. It was very impressive in New York.

Plants only—\$3.00

H. R. S.—(Seal) I. D. Immense golden yellow. We can highly recommend this sensational variety as being one of the best of its color. Fine stem and growth.

Plants only—\$3.75

HUNT'S VELVET WONDER—(Hunt) I. D. The sensational new royal purple. A gigantic flower, perfect for exhibition. It was the joint winner with Kay Francis at the New York Show. Very fine stems and foliage.

Plants only—\$7.50

IMPERIAL PINK—(Hall) I. D. Lovely pink with gold at the base of the petals. For sheer beauty it cannot be equaled. It is best planted early.

INDIANA MOON—I. D. The best variety in our gardens this past year. Immense blooms of gold with pale rose reverse. It is as striking a variety as we have ever seen. It blooms profusely. A single bloom of it shown at New York nearly stopped the show.

Root—\$1.50

Plant—\$1.00

JANE DIXON—(F. & M.) F. D. Salmon orange of exhibition size. A very beautiful and striking flower. Excellent stems.

Root—\$3.50

Plant—\$1.75

JEAN TRIMBEE—(Trimbee) S. C. Immense blooms of petunia violet. The only dahlia of its color and still one of the best for exhibition. We show this dahlia a great deal of favoritism and no wonder. Highly recommended.

Root—\$1.50

Plant—\$1.00

VEILE & MENDHAM, EASTON, PA.

JERSEY'S DAINTY—(Waite) St. C. A very apt name for a very beautiful flower. White, with faint pink shadings in the center. Nice foliage and stems and an easy dahlia to grow for a cactus variety. Highly recommended.

Root—\$2.50

Plant—\$1.25

JERSEY'S MAJESTIC—(Waite) I. D. One of the largest of all dahlias. A pleasing blend of salmon, old gold, and rose, with magnificent dark foliage. One of the best for exhibition.

Root—\$3.50

Plant—\$1.75

JEROME KERN—(Veile & Mendham) I. D. We now come to the loveliest dahlia of all. We honestly believe there is no dahlia as beautiful as this one, and if we are to believe the reports received since its introduction three years ago, it is thought just as much of away from home as here. A gorgeous shrimp pink with gold shadings, its petals twisted and curled, on fine stems with excellent foliage . . . no wonder it won more prizes this year than any since its introduction. The Washburn Dahlia Gardens of Kokomo, Indiana, kindly sent us a photo of eight blooms of Jerome Kern that won a prize at the Indiana State Show. We are sorry that space does not permit us to reproduce this picture here for it is a photograph of great beauty. When we named this flower after Mr. Kern, the noted composer, we wanted to be certain that it would live as long as his melodies. 1934 will long be remembered for his loveliest tune, "Smoke Gets in Your Eyes," but it will also be remembered for the loveliest dahlia of all, Jerome Kern. See Illustration on Cover.

Roots—\$5.00

Plants—\$2.50

KAWEAH—(Muessdorffer) I. D. Very large fushia color. It can be grown to an immense size with but little forcing. Foliage and stems are fine.

Plants only—\$2.50

KATHLEEN NORRIS—(F. & M.) I. D. Greatest exhibition pink of all time. Immense silvery pink on the best of stems.

Root—\$1.00

Plant—\$1.00

KAY FRANCIS—(Cordes-Eastman) S. C. Clear golden yellow without any shadings. It greatly resembles Frau O. Bracht. It was one of the leading prize winners of the past year. The flowers are not large but of clean cut beauty.

Plants only—\$5.00

KENTUCKY RED—(White) I. D. Dazzling red. There is no more vivid dahlia in cultivation. Exhibition size, with fine stems and foliage.

Root—\$1.50

Plant—\$1.00

LADY MOYRA PONSONBY—I. D. We cannot really describe the beauty of this lovely flower. It is by far the best yellow dahlia that we have ever grown. Very satisfactory in growth with very large flowers supported on fine stems. It has one fault, that of being a poor root maker.

Root (Stock limited)—\$5.00

Plant—\$2.50

LAWRENCE TIBBETT—(Meussdorffer) F. D. Frankly, the biggest disappointment of all of last year's novelties. It may be good on the Pacific Coast where it was originated, and possibly in the east, but as it grew for us, it certainly was not worth the \$25.00 per root asked for it.

Plants only—\$2.50

THE ULTIMATE IN DAHLIAS

LOUISE BATES—(Cordes-Eastman) S. C. Immense mallow pink flowers of beautiful formation. It can be grown very large on fine stems. The flower is inclined to be a little soft.

Plants only—\$3.75

LOIS MARION—(Ruschmohr) Inc. C. We can only recommend this dahlia to you for its remarkably robust growth, as it did not bloom for us, nor did we see any flower of it. The color is supposed to be citron yellow edged shrimp pink.

Root—\$5.00

LORD OF AUTUMN—(Almy) I. D. Unquestionably the leading 1934 introduction. Gigantic deep, golden yellow blooms on cane-like stems. For exhibition purposes, it will be a long time before another yellow will surpass this one. The fact that it is a good dahlia is proven by its winnings in shows all over the country.

Root (Stock limited)—\$10.00

Plant—\$5.00

MABEL DOUGLASS—(Thompson-Waite) I. D. Clear pastel lavender. The flowers are immense, but it is not a good producer of roots.

Root—\$1.00

MAN O'WAR—(Boone-Ruschmohr) I. D. Carmine shading to ox-blood red at the center. A dandy. It was one of the most satisfactory dahlias that we have ever grown. It is a clean cut grower and satisfactory in every way for the garden or exhibition table. We can highly recommend this as one of the best varieties.

Root—\$7.50

Plant—\$3.75

MARSHALL'S PINK—F. D. A grand commercial variety of shrimp pink. We use it extensively as a cut flower.

Root—\$1.00

Plant—\$1.00

MARYLAND'S GLORY—(Maryland) F. D. A large, deep American Beauty Red and a very satisfactory flower in every way.

Root—\$1.50

Plant—\$1.00

MONMOUTH RADIANCE—(Kemp) I. D. A light coral pink shading to primrose at the base of the petals. The bush is a very tall and rugged grower but it did not like to bloom this season, the first flowers coming in bloom only a week before frost.

Root—\$7.50

Plant—\$3.75

MONMOUTH QUEEN—(Kemp) F. D. Light sulphur yellow. A pleasing flower for the garden.

Root—\$3.50

Plant—\$1.75

MURPHY'S MASTERPIECE—(Reed) I. D. Immense dark red that is one of the outstanding exhibition varieties. It can be grown to tremendous size. It was much in evidence at the New York Show. Fine stem and foliage.

Plants only—\$2.50

MYRA HOWARD—(Dahliadel) I. D. Pure old gold, and flowers of very large size. We are very fond of this dahlia and predict that it will be grown successfully for many years to come. The stems and foliage are A-1.

Root—\$2.50

Plant—\$1.25

VEILE & MENDHAM, EASTON, PA.

MARIANNA—(Reed) St. C. Large rose pink flowers on fine stalks. It is a very pleasing variety and one that was admired by all who saw it.

Plants only—\$2.50

MRS. GEORGE LE BOUTELLIER—(Smith Ruschmohr) I. D. Rich velvety carmine. An early bloomer and every bloom naturally big. It will give the judges something to worry about in the "red" classes next season.

Plants only—\$5.00

ORIENTAL GLORY—(Delight-U. Garden) I. D. A real orange. It is a very beautiful flower and a fine robust grower with excellent stems. It was one of the first to bloom altho not profusely, it was one of the most beautiful.

Root—\$7.50

Plant—\$3.75

ORINDA—(Fraser) F. D. Orchid pink of very large size. Very good grower and good habits.

Root—\$1.00

Plant—\$3.75

PALO ALTO—(Ballay-Success) S. C. Very large semi-cactus of straw yellow and pale rose. The bush makes excellent growth, and it is a very profuse variety.

Plants only—\$2.50

PAUL FITZER—St. Cactus. Pink and cream. Highly recommended for cutting and for exhibition in a class that is already very limited.

Root—\$2.00

Plant—\$1.00

PURPLE WONDER—(Black-Kemp) I. D. A very fine purple dahlia. The flowers are very large and are held erect on splendid stems on tall bushes with very heavy foliage.

Plants only—\$2.50

PRINCE REGENT—(Hall) F. D. Light yellow shading to distinct salmon pink. Truly one of the most beautiful of all dahlias. A very fine grower and tremendous bloomer.

Root—\$1.50

Plant—\$1.00

PRINCE OF PERSIA—(Newsom) I. D. Immense rich crimson. A very fine exhibition dahlia.

Root—\$1.00

ROBERT EMMETT—(Dahliadel) I. D. A glowing red that does not fade. Fine foliage, large flowers and extra heavy foliage.

Root—\$5.00

Plant—\$2.50

RUBY TAYLOR—(Garrity) F. D. Rich, deep plum. Perfectly formed flowers of very large size. The foliage is thick and the bush vigorous. A beautiful flower.

Plants only—\$2.50

SATAN—(Ballay) S. C. Red with tiny gold tips to each petals. A very spectacular dahlia and a leading exhibition type. It is in evidence in every show and has little trouble winning.

Root—\$2.50

Plant—\$1.25

THE ULTIMATE IN DAHLIAS

SONNY BOY—(Salem) I. D. A remarkable bloom of peach and salmon. Beautifully formed and of immense size. Fine foliage and stems. We are particularly impressed with this beautiful flower and can give it our highest recommendation. Don't miss it.

Root—\$5.00

Plant—\$2.50

SONNY MASSON—(Veile & Mendham) F. D. Bright red with gold shadings on the reverse. A very beautiful and striking flower and one well worth growing.

Root—\$1.00

SPOTLIGHT—(Hulin) I. D. Clear lemon yellow. Flowers are medium to large and of pleasing form. It is a very profuse variety and has stiff stems and foliage. It won its share of prizes in the shows.

Root—\$5.00

Plant—\$2.50

STRONGHEART—(Ballay-Success) I. D. Pure gold. Medium to large flowers, on tall bushes. It is constantly in bloom.

Root—\$2.00

Plant—\$1.00

SANHICAN'S MOONGLOW—(F. & M.) I. D. Bright gold with peach shadings. Very large flowers on fine stems. On the Honor Roll.

Plants only—\$5.00

SULTAN OF HILLCREST—(Scott) I. D. A giant flower of clear gold flushed with bronze and tints of brownish red. A grand exhibition variety.

Plants only—\$3.75

THE COMMODORE—(Scott) I. D. Immense golden yellow. Fine for the garden but a little too soft for exhibition.

Root—\$1.50

THE FIREMAN—(Reed) I. D. One of the best red dahlias that it has ever been our pleasure to grow. The flowers are not large but their beauty is so clean-cut, the growth so fine, that size does not matter. We rank this along with Man O' War as the best red dahlia of the past season.

Plants only—\$2.50

VARIO—(Boston) I. D. Tan and white in various combination, hence the name. A very popular dahlia with all who have grown it.

Plants only—\$1.00

WASHINGTON GIANT—(Lee) I. D. Lavender with white shading toward the center of the flower. The flowers are large but not immense as the name indicates. It blooms continuously on stems with no fault.

Root—\$7.50

Plant—\$3.75

WENOKA—(Hulin) F. D. True to type and of immense size. The color is a shade lighter than the American Beauty rose. One of the best of the new dahlias on the west coast and also outstanding at East Lansing and at the New York Botanical Gardens. On the Honor Roll.

Plants only—\$10.00

VEILE & MENDHAM, EASTON, PA.

WHITE WONDER—(Black-Kemp) I. D. Pure white and a fine exhibition variety. It is a very prolific root maker and will soon be universally grown. Good growth and stiff stem altho inclined to be a little short. If given some extra care, it will more than surprise the grower.

Root—\$3.50

Plant—\$1.75

WILLAMETTE—(Crites) I. D. A beautiful blend of golden orange, rose and salmon with twisted petals showing all colors. Fine growth.

Root—\$1.50

Plant—\$0.75

MINIATURE DAHLIAS

	Root
Bishop of Llandaff—bright red. Highly recommended	\$.25
Bobby—tawn orange. Very good35
Coronne—white35
Comrade—brilliant red35
Carla—tan and buff	1.00
Elizabeth Pape—yellow overlaid salmon pink. Fine.....	.50
Freda—deep maroon. Very good50
Garden Love—rose red and yellow35
Irene—pure salmon. One of the best35
Jean—apricot and rose75
Kitty Bellaires—dark red35
Little Louie—bright pink semi-cactus. A dandy50
Pink Pearl—dainty pink50
Raider—cinnamon35
Red Head—the best miniature of all. Brick red. Plants75
Rhoda—yellow and russet35
Skippy—white, tipped carmine50
Veruna—lavender pink35

POMPOM DAHLIAS

All roots \$0.25 each

Amber Queen—bright amber	Joe Fette—white
Atom—orange red	Janet—orange
Bob White—white	Little Belle—mauve
Douglas Tucker—yellow, crimson center	Little David—orange
Indian Chief—best red	Libbie Rohr—purple
	Yellow Gem—yellow

COLLARETTE

Bullfinch—bright red with yellow color. Fine \$0.50

COLLECTIONS

(ALL COLLECTIONS ARE NET)

- A. 1 plant each of Jersey's Dainty, Indiana Moon, Monmouth Queen, and Myra Howard for \$2.50. Value \$5.75.
- B. 1 plant each of White Wonder, Spotlight, Harriet Neale, and Man O'War for \$5.00. Value \$11.75.
- C. 1 root each of Betty Colter, Edw. Rindfleisch, Kentucky Red, and Myra Howard for \$2.50. Value \$7.00.
- D. 1 root each of White Wonder, Prince Regent, Strongheart, and Golden Eclipse for \$5.00. Value \$9.50.

Positively no substitutions in the above collections. Order early as these collections are limited.

General Information

Order Early—We cannot impress the fact too strongly to order early. Of the newer varieties the stock is naturally very limited, and a great deal of disappointment can be avoided. All roots sent out before March 15th are sent at the buyer's risk. Altho every precaution will be taken, they are not guaranteed against freezing.

Terms—Remittance with order on or before shipment. Retail orders are delivered prepaid. Wholesale orders, at the purchaser's expense.

Shipping—Orders are shipped as soon after April 1st as convenient unless otherwise notified. Green plants will be shipped on or around the 20th of May.

Guarantee—We guarantee every root and plant sent out by us to be true to name, and in a healthy condition when received, after which our responsibility ceases, as we have no control over growing conditions. We ask that you at once notify us if anything is unsatisfactory when received, or if any root or plant does not grow after planted a reasonable time.

Substitution—We do not substitute unless requested to do so, but would suggest naming a second choice.

Name and Address—Be certain to write name and address plainly.

Green Plants—We especially recommend the planting of green plants. For exhibition flowers, they are unrivaled.

Do not be discouraged if a dahlia from a different locality does not do well for you the first season. Try it again, as many varieties need to be acclimated.

If you do not see the variety listed that you want, write us, as we grow many dahlias the stock of which is too limited to list.

Address all communications to VEILE & MENDHAM, Bushkill Gardens, Box 185, Easton, Pennsylvania.

Gardens—At Hackett Ave., Bushkill Park.

VEILE & MENDHAM,
BUSHKILL GARDENS,
EASTON, PA.

Member of {
American Dahlia Society
National Association Commercial Growers
Dahlia Society of New Jersey.

The American Dahlia Society is the leading organization in the world for the advancement of the dahlia. It only costs \$2.00 to belong to it, and it is well worth your while. Write to the Secretary, Mr. C. Louis Alling, 198 Norton Street, New Haven, Conn., for more detailed information.

We also wish to call your attention to a new publication on the dahlia, the Mid West Dahlia News, published by Mr. D. O. Eldredge, 170 Talmadge Street, Madison, Wisconsin. While comparatively young, it has made great strides. We can heartily recommend the Mid West Dahlia News as being grand reading.

The City of Easton holds one of the finest flower shows in the east early in September at the Hotel Easton. Make it a point to attend. Watch the Bulletin for dates, or write us for information.

